

Steve Rees

Work History

1998-present *School Wise Press San Francisco, CA*

Founder and President

- Created the team that built software driven reports interpreting schools' and districts' vital signs which also met all state and federal disclosure requirements.
- Over 240 client districts served in 16 years.
- Recognized for excellence in reporting schools' results by state and national associations six times.
- Launched a nine-member assessment consultancy, the Owl Corps, in 2009;
- Created an analytic services group in 2013.

1995–1998 *School Wise Press San Francisco, CA*

Editor and Publisher, Founder and President

- Started new venture selling public school data and reports to realtors, libraries and parents.
- Launched a line of books to serve parents choosing schools in California. Discovered authors and developed their manuscripts.
- Launched a public school ranking service, licensed to newspapers by the LA TIMES syndicate.

1991–1995 *Publishing 20/20 San Francisco, CA*

Consultant to Magazine Publishers

- Started solo practice consulting firm targeting magazine publishers.
- Consulted to magazine publishers on strategic planning, staffing and circulation management.
- Created, edited and published a custom newsletter on mass customization strategies and tactics, business development and strategies.

1984–1990 *InfoWorld, IDG Publications, Menlo Park, CA*

Director of Circulation, Business Management Staff

- Led the operational team that enabled line manufacture of more than 30 mass customized editions.
- Responsible for all aspects of reader relations, from sales to customer service.
- Built the circulation of a trade weekly from 90,000 to 140,000.

Education: 1966–1969 U.C. Santa Cruz Santa Cruz, CA.

Languages: Spanish, German, education jargon

Contact: steve.rees@schoolwisepress.com / 415.290.6728
33-52 81st Street, Jackson Heights, New York 11372

Speeches, Presentations, Articles and Other Published Works

PRESENTATIONS 2001-2017

California School Boards Association, December 2017, panel presentation on
“Mismeasurement of Schools’ and Districts’ Vital Signs.”

Master’s class in mixed methods for education leadership taught by Barbara Henderson,
San Francisco State University, July 2017, “The Roots of Misunderstandings of Assessment
Results.”

Bloomberg Data-for-Good conference, September 2016, “Education Statistics Visualized for
Planners.”

California Education Research Association, December 2016, “Visual Evidence for LCAP
Goal Setting,” presented with Glen Webb, Morgan Hill USD.

California Education Research Association, November 2013, “The Data Visualization Path
to S.M.A.R.T. Goals,” and “Meeting the A-to-G Challenge By Analyzing Cohorts Visually,”
presented jointly with Newport-Mesa USD.

California Education Research Association, November 2010, “Seeing Algebra and
Geometry Results More Clearly: The Power of a Visual Vocabulary.”

California Education Research Association, November 2009, “Breaking Away From Bar
Chart Prison,” a joint presentation with Phil Morris

California School Boards Association, December 2009, “Emerging Trends in Marketing
Districts and Schools: An Economic Context.”

Small School District Association Annual Conference, April 2008, "Truthfulness and Effectiveness of Accountability Reports." One of six panelists at SSDA annual conference, moderated by Melissa Brown.

Sacramento County Office of Education, January 2008. "The View of Schools from Outside the Castle," delivered to a meeting of research, testing and evaluation directors within Sacramento county.

California School Boards Association, December 2007. Small workshop on "Improving the Return on Your Investment: SARC Economics 101."

California School Boards Association, December 2006. Led panel presentation in large workshop on candor and clarity in reporting results. Rialto USD board member, superintendent from Salinas Union HSD, and Tom DeLappe of Communication Resources.

Los Angeles County Office of Education, March 2005, at a meeting of testing and assessment directors. Talk topic: "The View From Outside the Island of California: What Other States Are Doing To Report Results To Their Public."

Parent Information Resource Center Conferences in San Diego and Atlanta, sponsored by the U.S. Department of Education, Office of Innovation and Improvement, December 2004 and February 2005. Talk for directors of PIRC centers on "Mining School Accountability Reports for Measures That Matter: Four Tips and Tools of the Trade."

San Diego County Office of Education, September 2004. Presentation to Data and Accountability leaders, from testing and assessment, and research and planning. Talk on "The Good, the Bad, and the Ugly in Reporting Results To Your Public."

California Association of Charter Schools, March 2004. Presentation to charter school directors and staff, on "The Good, the Bad, and the Ugly in Reporting Results to Your Public."

ARTICLES

[“Accountability Reporting’s Hurdles.”](#) March 3, 2004. *Education Week*.

[“Let’s Measure What Counts When Grading California Schools.”](#) January 26, 2000, *San Francisco Chronicle*.

[“Guide to Teachers, Good and Bad.”](#) July 17, 1998, *San Francisco Chronicle*.

“Use School Information At Your Own Risk,” February 2001, *Mobility Magazine*, Employee Relocation Association.

AUTHOR AND EDITOR

[“The Owl.”](#) a monthly email newsletter on the policy dimensions of accountability for education leadership in California. Publisher is School Wise Press.

[“SARC Bites.”](#) a monthly email newsletter on accountability reporting for practitioners of accountability reports in California. Publisher is School Wise Press.

Editor of “California School Rules,” a self-help guide to California school law. Author: Judy Goddess, Ph.D. Published by School Wise Press, October 1998.

Editorial director of [“Learning Bricks.”](#) a photo-documentary on the condition of California school facilities, published online by School Wise Press in 1999. Introduction essay by Peter Schrag.

Editor of Jim Cox and Pat Puleo’s online column on testing and assessment, [“Measuring Up.”](#) Published monthly by School Wise Press.

Editor of Judy Goddess’s online column on school law, [“Ask Judy.”](#) Published twice monthly by School Wise Press.

OTHER PROFESSIONAL ACCOMPLISHMENTS

Guest lecturer, Stanford Publishing Series and UC Extension, 1990-1994, and UC Extension.

Editor and publisher, "Select Letter," a publishing industry monthly newsletter on the subject of selective binding and targeting of editorial and advertising, 1991-1994.

Consultant to magazine publishers, focusing on strategic planning, acquisition review, staff training and development, 1990-1995. Creator of Publishing 20/20, a solo practice in magazine management consulting.

Circulation director, *InfoWorld*, 1984-1990.

EDUCATION

University of California, Santa Cruz, 1966-1969